

FOR IMMEDIATE RELEASE

**Town of Bernalillo
Office of the Mayor**

Press Release

For More Information Contact:

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**21st ANNUAL NEW MEXICO WINE FESTIVAL
COMMEMORATIVE POSTER COMPETITION**

Bernalillo, NM – March 17, 2008 The Town of Bernalillo and the Executive Board of the New Mexico Wine Festival announce the competition for the selection of the 2008 commemorative poster for the 21st Annual New Mexico Wine Festival at Bernalillo.

Project Intent: The Town of Bernalillo and the Executive Board of the New Mexico Wine Festival will select an original artwork depicting the historical and/or present New Mexico Wine industry of the Middle Rio Grande Valley.

**The selected artwork must be an image suitable for reproduction as the festival poster and on other promotional items such as a t-shirt.

**The image should not depict children, or present any negative connotation of the wine industry, i.e., inebriation.

**The image should not have any text such as the name or dates of the festival.

**The image should be framed, with a hanging apparatus for display but should NOT be matted.

**The artist must sign the image.

Calendar:

March 17, 2008 Project Announced

May 2, 2008 Submission Deadline

May 9, 2008 Announcement of Finalists/ or Poster Selected

May 12 – June 1, 2008 Display for Public Vote {if finalists selected}

June 4, 2008 Poster Image Announced

August 30 - Sept 1, 2008 21st Annual NM Wine Festival

Media/Style/Scale: The media is open. Please consider that it is the custom of the festival to reproduce the image in the full size of the original artwork. Logistics and expenses of such are a consideration.

Artist Compensation: The selected artist will receive up to \$2,000.00 for the original artwork and rights of reproduction, 100 copies of the reproduction, and a booth at the New Mexico Wine Festival at Bernalillo.

Eligibility: Open to artists residing in New Mexico. For the purposes of this competition, representation in a New Mexico gallery does not constitute residency. Artists must be at least 21 years of age to enter.

Selection Process: All entries will be reviewed by the Executive Board for eligibility and for selection of up to five finalists. If an adequate number of eligible entries are received, selected art works may be displayed at various Bernalillo restaurants on Camino del Pueblo for three weeks for public vote. If an adequate number of eligible entries are not received, the executive board may choose the poster image with no further process. All work not selected must be picked up within thirty days or will become the property of the Town of Bernalillo.

Submission Deadline: Submissions are due by 5:00 p.m., Friday, May 2, 2008 at the Bernalillo MainStreet Office, Bernalillo Town Hall, 829 Camino del Pueblo, Bernalillo, New Mexico.

Artists must submit the following in concurrence with the competition guidelines:

- 1) A cover memo indicating the specific project for which materials are being submitted.
- 2) A one page, double-spaced, typed biography.
- 3) Completed artwork must be framed, un-matted, under glass if appropriate and have a hanging apparatus.

Questions about the project may be directed to Maria Rinaldi, Executive Director, New Mexico Wine Festival 505-867-3311, x133, Or 505-379-5098